

## **Ronnie (Veronica) Hagerty, Ph.D., CFRE**

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Houston, Texas 77057

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### **PROFESSIONAL EXPERIENCE**

#### **UNITED WAY OF GREATER HOUSTON/Houston, Texas (10/94-present)**

##### ***Assistant Vice President, Community Relations and Talent Management***

- Direct and supervise the operation of community outreach services including Nonprofit Connection/NPC (consulting and professional development); Computer Learning Center/CLC (training and technical assistance); Project Blueprint (leadership recruitment and development to increase diverse representation on nonprofit boards); and internal talent management.
- Establish and maintain close working relationships with for-profit companies, professional organizations, educational institutions, foundations and other entities that represent potential funding resources and/or candidates for outreach services.
- Implement biennial United Way Community Assessment process; conduct targeted research projects, prepare findings and recommended action.
- Recruit, develop and support diverse constituencies to engage an active base of supporters representing corporate and community volunteers and donors.
- Assess management and technical assistance needs of nonprofit organizations; develop appropriate products and services to address identified needs.
- Market programs aggressively to diverse audiences to maintain high awareness level among present and prospective clients and volunteers.
- Facilitate a strong network with community leadership; convene collaborative efforts as appropriate.
- Generate sufficient funds through grants and diversified revenue to support program activities.

#### **THE UNIVERSITY OF TEXAS M. D. ANDERSON CANCER CENTER/Houston, Texas**

##### ***Senior Development Communications Specialist (6/92-10/94)***

- Coordinated all development media relations to maximize awareness of institution and enhance donor response.
- Supported major gifts cultivation efforts as part of donor relations team.
- Provided public relations planning and coordination for corporate and individual special events.
- Devised development communication strategies to support largest capital expansion program in institutional history.
- Supervised concept development and production of materials used to implement capital campaign, direct mail and other fundraising activities.
- Initiated data gathering and market research to augment prospect identification, donor solicitation and stewardship; monitored direct mail programs.
- Scripted president, other institutional leadership for internal/external presentations.

#### **HAGERTY ADVERTISING GROUP, Inc./Houston, Texas**

##### ***Creative Director***

- Prepared marketing, public relations and advertising plans and implemented targeted strategies.
- Coordinated publicity and media relations for special events, promotional programs, industry presentations and workshops for corporate management
- Created and supervised production of collateral materials.
- Cultivated key partnerships between for-profit clients and civic or nonprofit organizations.

**VOLLMER PUBLIC RELATIONS/Houston, Texas**

***Account Executive***

- Secured print and electronic media coverage for clients (local and national print, radio, television).
- Built customer base for new business ventures: Nutrition Plus, Waterford Senior Housing Community, Windy City Cafe, Willow Chase Fashion Center.
- Created all public relations materials required for client promotion.

**DUNHAM & LUTTMANN, INC./New York, New York**

***Marketing Consultant***

- Conducted qualitative market research studies to identify new product development areas for diverse *Fortune* 500 client base; directed concept and product testing.
- Established national consumer response panel composed of more than 1,000 members.
- Worked with agency representatives to ensure that corporate messaging and consumer data were communicated effectively through advertising and public relations campaigns.

**EDUCATION**

- Bachelor of Arts/Journalism - St. Mary's College /Notre Dame, IND
- Master of Business Administration – University of Houston/Houston, TX
- Doctor of Philosophy, Leadership and Change - Antioch University/Antioch, OH
- The Rice Program for Managers - Rice University/Houston, TX
- Certified Fundraising Executive/CFRE - Association of Fundraising Professionals

**COMMUNITY ACTIVITIES**

**Alliance of Community Assistance Ministries/ACAM**

Past Member, Board of Directors

**American Diabetes Association**

Past-Chairman, Board of Directors; Chair, Publicity Committee

**Association of Fundraising Professionals/AFP**

Chair, Board of Directors

**ESCAPE Family Resource Center**

Past Member, Board of Directors; Chair, Marketing Committee

**Junior League of Houston, Inc.**

Member, Board of Directors; Chair, Diversity Committee; member, Public Relations Committee; Sustaining Advisor, Training Committee; Sustaining reporter, *Houston News*.

**OneStar National Service Commission, State of Texas.**

Chair, Board of Directors; Co-chair, Finance Committee

**Texas Nonprofit Management Assistance Network**

Past-President, Board of Directors

**The Rose**

Board member

**HONORS**

- PRSA Excalibur Award
- Junior League Volunteer of the Year
- American Diabetes Association Outstanding Volunteer
- Liberty Bell Award, Houston Young Lawyers Association
- 2014 National Philanthropy Day M. Anne Murphy Award for Professional Advancement

**FACULTY APPOINTMENTS**

- Bush School of Government and Public Service, Texas A & M University – lecturer
- Jones Graduate School of Business, Rice University – adjunct professor